

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



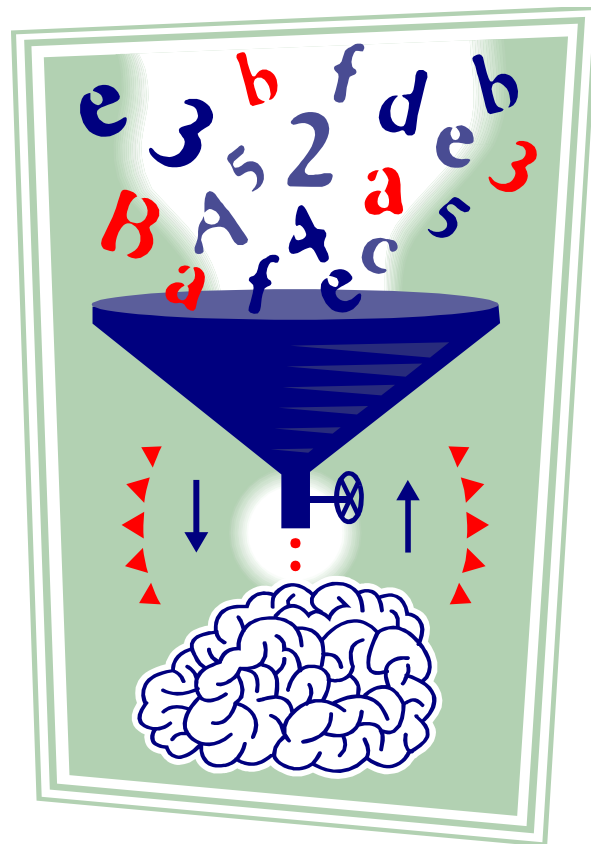
Part 3 Analysis & Recommendations Valley County

Version 1
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TABLE OF CONTENTS – Part 3

PROBLEMS	3
A. Consequences	4
B. Consumption.....	7
C. Risk Factors	9
CAUSAL AREAS	11
A. Retail Availability	12
B. Criminal Justice	15
C. Social Availability	18
D. Promotion.....	20
E. School Policies.....	22
F. Medical Field Information	23
PRIORITIZATION	24
FINAL QUESTION	27

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The rate per 100,000 of alcohol-related crashes (2008-2012), for Valley County is higher (169.16) than the State of Montana for the same period (119.96). The number of alcohol-related crashes with fatalities in Valley County for the same period was 10.74 compared to the Montana State rate of 8.60. This indicates the problem in Valley County is bigger than the State average.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008 the number of students who drove a vehicle when they had been drinking was 25.2% compared to the State rate of 14.1%; in 2010 the rate went down to 15.8% compared to State rate of 9.8% and again in 2012 the Valley County student rate went down to 12.5% with the State rate being 9.3%.

Valley County's underage drinking and driving rates have improved over time; however still remain consistently higher than the State as a whole. Currently, there is more than a 25% difference between the two – in 2008 Valley County youth reported a 44% difference. Based on both the State data and the information gathered from informants, the underage drinking and driving problems are bigger in Valley County than the State as a whole.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Similar to the previous question, Valley County youth have a bigger problem than the State related to riding in a vehicle driven by someone who has been drinking – by more than 30% for 2008-2012. The Valley County rates went from 42.4% compared to State rate of 33.1% in 2008, to 39.6% compared to State rate of 28.3% in 2010. Again the rate went down in 2012 to 36.3% compared to the State of Montana rate which also went down to 25.3%.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

The impact of motor vehicle crashes, underage drinking and driving and high school students riding in vehicles driven by a driver who had been drinking is enormous. In smaller communities like Valley County, when a crash involving injuries and/or fatalities occurs, the entire community is affected in one way or another. The costs are financial, emotional and even social.

Valley County has many two lane country roads and areas where there is no cell-phone coverage which could contribute to situations being more dangerous when drivers have been drinking and then driving home. High risk areas, such as Fort Peck Summer Theater and the Fort Peck Marina, are located in an area where there are narrow gravel roads and could be a factor in the motor vehicle crashes especially when drinking alcohol is involved

This behavior is role-modeled by the adults, and is not uncommon for families to go out to eat, and the adult to have several drinks and drive the family home. Youth also report they would rather be the passenger than the driver after a night of drinking, to avoid getting a Minor in Possession ticket (MIP).

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

2008 data for Valley County showed a 39.9% rate compared to the State rate of 24.5% for students binge drinking. In 2010 the rates were closer as Valley County's rate was 21.8% compared to 21.4% State rate. Again in 2012 the rates were closer as Valley County was 23.4% compared to 21.2%.

It appears that Valley County behaviors related to binge drinking are more difficult to predict than the State as a whole. It appears that binge drinking at the state level increases by grade level fairly consistently. However, the same does not hold true for Valley County youth – which truly is not surprising as the class size and level of completed surveys was so small. Based on that and the responses received from the community informants, it is believed the problem is bigger in Valley County than the State as a whole.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

No quantitative data was available for this indicator. However, interviews with law enforcement and other local residents clearly indicate that the adult population that drinks – most likely binge drinks on a regular basis. Signs of over-service have been witnessed on a regular occasion; many adults who binge drink simply believe they have developed a tolerance for alcohol and that the alcohol no longer affects them as it would other more modest drinkers.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Once again, the data by grade for the State as a whole is fairly consistent from year to year – the advantages of a large sample size. However, for Valley County there is no consistency. Data from 2008 shows Valley County's average of 44.1% compares to the State average of 38.4%, but in 2010 the County average was 33.2% which was below the State average of 35.0%. Then in 2012 the Valley County average rose to 43.6% compared to the State average of 35.1%. It appears that overall Valley County may have a slightly larger problem with underage drinking than the State.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2010 the Valley County average for prescription drug abuse was 4.2% compared to State average of 4.0%. In 2012 the Valley County average was lower (2.4%) than the State average of 3.5%. While Valley County's problem related to prescription drugs is probably smaller than that of the state, given the latest result for the 10th grade (7.1%), it is clear that the problem in Valley County is increasing, and a larger problem than the State.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Underage drinking and binge drinking (adults and minors) have a much greater impact on the Valley County community than prescription drug abuse. The impacts include alcohol-related crashes, community norms acceptable towards this behavior, increased potential for Driving under the Influence (DUI)/Minor in Possession's, and an increase in crime rates. Local responses indicated that youth drink because they are bored and claim there is nothing to do. Which is further modeled by the adults within their community. Valley County has a bigger problem as a whole, especially as the degree of the problem seems to vary class by class as

opposed to year by year at the time of survey administration. Peer pressure and the cultural norm within each class can be a large factor in whether or not the majority of a class chooses to drink or not to drink.

Local data on prescription drug abuse gathered during interviews indicated that the problem is probably nominal, although something to keep an eye on.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008 the percentage of student who perceived their parent's disapproval towards alcohol/drug use was 95.2% compared to the Montana average of 80.3%. The rate went down in 2010 to 78.8% compared to Montana State average which went up to 81.8%. In 2012 Valley County's average was 70.3% compared to the State rate which remained at 81.8%. This data appears to conclude that parental disapproval of alcohol or drug use is lower in Valley County than the State, which means that fewer parents in Valley County disapprove their underage youth using alcohol than others across the State of Montana.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Perception of peer disapproval of Valley County students in 2008 was a low 36.7% compared to the State average of 55.8%, but in 2010 the County student's average rose to 63.8% compared to the State average of 64.4%. In 2012 the Valley County student average rose again to 70.6% compared to State average of 66.7%.

This seems to indicate an improvement in Valley County student disapproval toward alcohol/drug use in the community but there is still a problem with underage alcohol use.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Percentage of students who feel it is wrong to drink was lower than the State averages; 2008 Valley County rate was 81.4%, compared to the State rate of 87.9%. In 2010, Valley County dropped significantly to 61.2%, as did the State to 67.6%. Lastly, in 2012 Valley County measured at 62.0% compared to the State rate of 71.6%.

More students in Valley County think it is cool to drink: 43.8% compared to the State at 27% in 2008, and 24.5% compared to State at 25.4% in 2010. The average rose in 2012 to 43.2% compared to the State average of 23.5%.

Students perceiving risk of harm from having 1-2 alcoholic drinks every day were lower in Valley County at 52.9% compared to the 61.2% State rate in 2008. 2010 rates showed that Valley County rate was at 53.4% compared to the State at 64.4%. Lastly in 2012, Valley County was 54.8%, while the State of Montana was 64.1%. This details that youth in Valley County see less harm involved when drinking alcohol.

The rates were slightly higher in perception of harm of having 5 or more alcoholic drinks every weekend: Valley County in 2008 was 68.4%, the State 73.9%. Valley in 2010 was 57.1% compared to the State at 75.9%. Valley in 2012 remained the same at 57.1% with the State at almost the same 76.0%. The data appears to show that Valley County youth have a lower perception of harm when using alcohol or drugs than other youth around the State.

Fewer students thought their neighbor would think student drinking was wrong: Valley County was 59.3% compared to 71.9% at the State in 2008. In 2010, Valley County ranked at 60.9% compared to 67.6% at the State. There was a very large drop in 2012 – Valley dropped to 38.5% compared to 69.1% State rates.

Overall Valley County students perceive less risk of harm in use and a lower perception of being caught – resulting in a problem bigger than the State as a whole. Again, local data supported the strong, long-engrained cultural norm of acceptance and tolerance towards adult and youth use/abuse of alcohol.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data from Table 25 clearly indicates a lack of family communication about the dangers of alcohol and drugs between parents and their children. Local data, for the most part, supported the complacency many parents have towards alcohol use. 2008 data showed that Valley County ranked at 43.3% while the State was 62.1%. 2010 data showed Valley scored 37.4% compared to 59.8% at the State and in 2012 a low of 20.6% in Valley students compared to 61.0% State averages. The problem is much larger than the state as a whole.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From Table 31, none of the 8th grade students, for each of the three years, and the 10th grade students in 2012, believed that alcohol is causing problems in areas related to financial, legal, emotional problems. The only year that all three grades participated in the survey (2010) resulted in a very significant difference between Valley County students and the state as a whole. Valley County's average rate was 3.7% compared to Montana State average rate of 8.6%.

Final Risk Factors Question

QUESTION 15

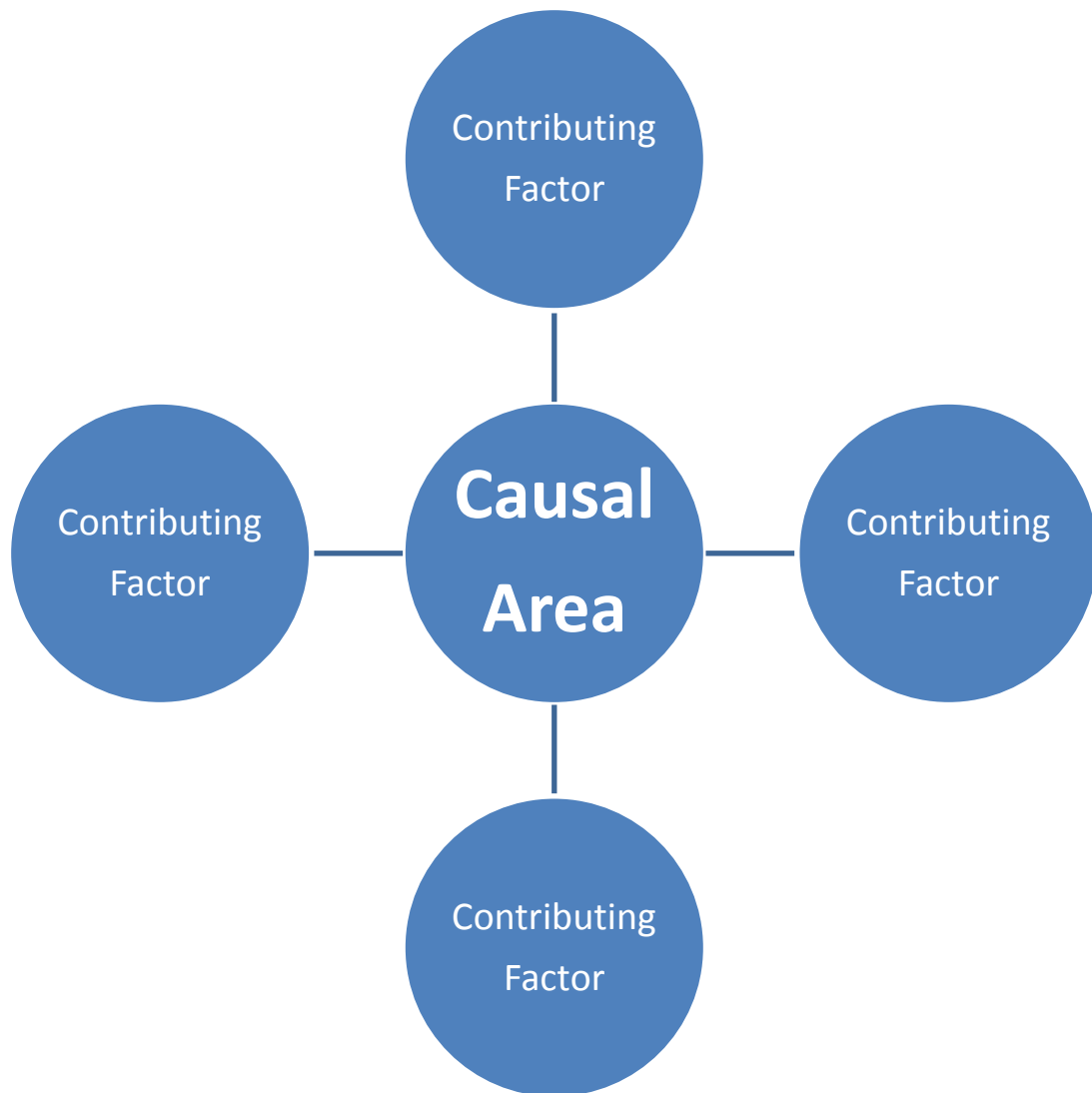
Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Trend data for all areas analyzed in this section indicate there is NO consistency from year to year and from grade to grade. This would indicate a lack of consistent messaging, programming and/or other local interventions from families and the community as a whole. Again, Valley County results tend to have more change between years – whereas state results have much smaller, but consistent shifts grade-by-grade and year-by-year. Locally, informants felt that parents do not talk to their children enough about alcohol/drug abuse – and the data tends to support that.

Low communication, low perceived risk of harm, low perceived disapproval and low perceived problems relative to alcohol/drug use and financial, legal or emotional problems indicate the risk of abuse is great and that the problem is greater in Valley County than the State as a whole.

It is believed that education is crucial in this area as youth are not connecting the dots between alcohol/drug use/abuse and costs to the individuals, their families or the community in which they live.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on local data, does the failure percent seem to be rising or staying the same? Discuss the impact this may be having on your community.

As checks were only conducted once in 2010, it is impossible to speculate on the impacts the failure rate has on the community.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

As compliance checks are infrequent, rates of binge drinking, over-service, third party sales to underage youth and Driving under the Influence/Minor in Possession's could increase. While results are released to the public through a newspaper article, when only conducted once, and years ago at that, the effect (if any) is short-lived. Both youth and adult survey respondents felt that youth access to alcohol was relatively easy. If a minor wants to drink – alcohol can be obtained.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Based on local data, how do the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Prior to 2012, when training participation was voluntary, Valley County trained up to 124 people in one session. After the mandatory training went into effect, the county coordinated 8 training sessions and trained a total of 64 individuals. With the high number trained in 2011, one would not expect a repeat the following year. The consistent 8 participants per training session works for all – and more individualized instruction can be provided. However, with 21 liquor licenses throughout the county, the class attendance numbers should be larger given the normal turn-over rate of employees. It is believed that consistently training locally will lend itself to a decrease in binge-drinking, and perhaps over service.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Valley County holds regular RBSS trainings.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are their retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Valley County has 21 liquor licenses with a population of 7,505 for a rate of 279.81 licenses per 100,000 people, compared to the State rate of 231.85. If servers and sellers are not properly trained they are unaware of their responsibilities, alcohol laws related to their occupation, and the consequence of their service or actions.

Again, with only one compliance check completed, and only 10 out of the 21 establishments checked, any positive outcomes resulting from those checks would be limited. As the results were published it probably only served to reinforce to the 21 license holders that the checks are not a high priority.

In absence of complete and regular compliance checks, retail availability problems might contribute to binge drinking and drinking and driving and their consequences would reasonably include over-service, third party sales to underage youth, and direct sales to underage youth. Resulting consequences in the community would be greater rate of incident of MIP, domestic abuse, disorderly conduct, DUI, crashes with injury/fatality/property damage, suicide, and other social problems.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X8	9	10	

Retail availability can have a significant impact on binge drinking and drinking and driving when: 1) all servers are not properly trained, and 2) compliance checks are minimal and not occurring on a regular basis. License holders are left to self-regulate local and state laws related to the service of alcohol. When one is in the business to make a profit – this self-regulation could lead to complacency in identification checking, over-service, and other responsible alcohol sales practices.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

Valley County does not keep track of this information. Without the outcomes from the MIP and DUI filings, it is impossible to determine the impact that conviction rates may be having on the Valley County community.

QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

The only filings provided/or that occurred included “controlled substance possession arrests.” The conviction percent was 86.66% - which would send a positive message to the public about the priority that prosecution places on controlled substances.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff’s department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Local law enforcement has 8 officers specifically assigned to alcohol-related issues. Valley County does not have a DUI Task Force, but are interested in pursuing the creation of a local chapter. They currently do some meeting and coordinating with neighboring DUI Task Forces from Phillips and Blaine County. They also shared interest in participating in a local prevention coalition that could someday apply for Drug Free Communities grant funding.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Valley County covers a large geographic area, and staff and resources limit their ability to conduct bar walk-through activity to check for over-service, regular compliance checks, and safety checks.

Use of Local Ordinances**QUESTION 26 Uses of Local Ordinances**

Discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Local law enforcement felt that all but one of the local ordinances were consistently applied and enforced. Warning signs and labels – at point of sales stating selling or providing alcohol to underage persons - was not consistently posted. This consistency was simply a low priority and shortage of manpower.

QUESTION 27 Uses of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

A local ordinance limiting happy hour sales and drink specials, which can lead to binge drinking and over-service, would be beneficial. However, local license holders would most likely be opposed to any ordinances that would dictate or eliminate their ability to offer specials at their discretion. Again, this would be difficult to enforce however, due to lack law enforcement manpower.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Criminal justice can contribute to binge drinking and its consequences in the community as resources are limited. Compliance checks have only been coordinated once – and then less than 50% were inspected. The area of Valley County is large, and alcohol-related convictions are not consistently applied. Inconsistency in convictions can lead to a picture of complacency with the local criminal justice system, leading citizens to feel that they can drink to the point of excess, and possibly drive, with little to no consequences from the justice system.

QUESTION 29

Based on the considerations in Question 28, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X8	9	10	

Local informants were unaware of enforcement activities related to binge drinking, other than knowledge of an occasional DUI filing. Again, with limited resources it is difficult for Law Enforcement to be completely effective in their efforts to uphold DUI, MIP and local ordinance

laws. Community members indicated that there are several areas where underage youth gather to drink alcohol and many felt that alcohol is “easy to access” for underage youth. With the lack of resources and the cultural acceptance of over-consumption, binge drinking is a large problem in Valley County.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Valley County students have a much lower perception of being caught by the police than students across the state as a whole – some grades by a significant amount.

In 2008 the Valley County rate was 25.9% compared to State rate of 23.2%; in 2010 it dropped to 17.3% compared to 23.8% and dropped again in 2012 to 5.3% compared to 26.2%.

As for perception of being caught by their parents, Valley County students, for the most part, perceived they were more likely to be caught than their statewide counterparts. 70.4% of Valley students in 2008 compared to the State rate of 50.4% believed they would be caught drinking alcohol by their parents; in 2010, 50.7% of Valley students believed this compared to 50.4% of other Montana students. In 2012 there was a large drop in Valley County down to 37.3% compared to the State’s rate of 52.1%.

Each year the percentage dropped for the Valley County students, showing that their perception of being caught by their parents and law enforcement unfortunately is going down.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Social availability for Valley County is a serious problem. Youth and adults alike shared that access to alcohol is rampant, and that local norms and attitudes appear to be so ingrained throughout the community that it will take concentrated, concise and long-term interventions to turn the tide of local opinion. Youth and adults appear to think that 5 or more drinks of alcohol in a single night are “no big deal”, which in-turn is role-modeled for the youth. Law enforcement talked about people who consume alcohol appearing fine after consuming large quantities at both private and public gatherings – and many therefore thinking they “could handle the quantity of alcohol consumed”.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X8	9	10	

Social availability truly does have an impact on binge drinking and drinking and driving. With the towns, for the most part, stretched along Highway 2 and the majority of the population outside of Glasgow living out of town, drinking and driving are common-place. Add to the equation the lack of public transportation and one can better understand the nature of the area. Drinking is entwined into much of the community and social drinking in large quantities is a cultural norm.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Family-oriented community events occur throughout the year – and alcohol plays a role in the majority of them; 44% of downtown Glasgow’s buildings advertise alcohol; 33% of the alcohol

advertisements in the Glasgow Courier promote an event involving alcohol; and most alcohol establishments have indoor alcohol signage that can be seen from outdoors. In many small towns the first thing seen upon coming into town is the lighted alcohol signs hanging in the storefronts of alcohol establishments. With the small number of buildings, the average youth will encounter an excessive amount of alcohol advertising as there is limited advertising from other sources. Additionally, the large, neon-colored "Welcome Hunters" banners catch the eyes of all – young and old alike especially in an area where hunting is popular.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The promotion that most impacts binge drinking and drinking and driving would be the promotional advertisements in the Glasgow Courier - especially given the rural nature of Valley county and the perceived notion of a limited number of "things to do". Community members tend to gravitate towards any of the social opportunities that arise. When these events involve alcohol, there is a higher likelihood that binge drinking will take place, as well as community members driving home after the event where they had been drinking alcohol.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

With only 2 alcohol-related articles printed within the measured timeframe, in contrast to the 15 alcohol advertisements (5 of which promoted an event), the impact on binge drinking and drinking and driving could be significant.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Of concern is the number of promotional events being advertised that involve alcohol and the low number of educational alcohol pieces that are printed. It would be helpful to see articles or advertisements that focused on designated driving or other preventative measures, as well as educating the community on the dangers of binge drinking, underage drinking and drinking and driving.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 6 **X7** 8 9 10
Major impact

This rank was selected based on the concentration of alcohol-related promotion in an area with limited advertising to start with.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

The Glasgow schools have the most comprehensive policies related to alcohol, tobacco and other drugs (ATOD) – including ATOD testing of all the Valley County schools. Other schools located in Valley County have sound policies, minus the ATOD testing. Any infractions are taken seriously and some are extremely punitive in nature (Opheim, 14 day suspension on a first offense). It is not believed that any of the school policies contribute to underage substance use, but do help to contribute to the reduction of underage substance abuse.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 **X1** 2 3 4 5 6 7 8 Major impact
9 10

It is believed that school policies and programs are having a positive impact on reducing binge drinking and its consequences.

MEDICAL FIELD INFORMATION – PART 3**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Local providers did not express any concerns related to prescription drug abuse or misuse. The reports of abuse have been nominal; however it may be a case of community members seeking medical evaluation and/or prescriptions outside of the county. Educating parents and providers about the dangers of prescription drug abuse could benefit this community that seems to know little about the issue.

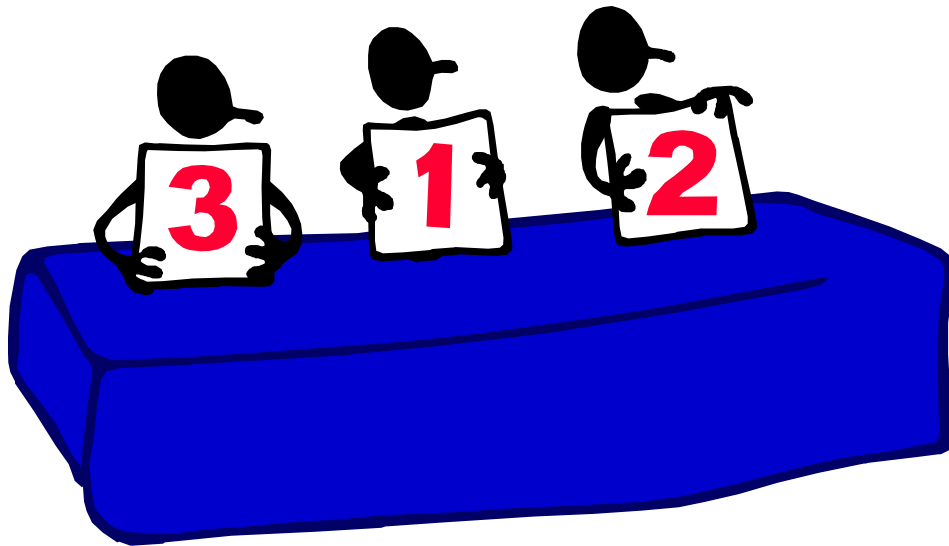
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 **X3** 4 5 6 7 8 Major impact
9 10

While there is some speculation by medical providers and law enforcement that prescription abuse and misuse is happening, the quantitative data shows the problem to be minimal compared to alcohol.

Prioritization



Task Three:
Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	1	Retail Availability
8	3	Criminal Justice
8	2	Social Availability
7	4	Promotion
1	6	School Policies
3	5	Medical Field

QUESTION 42

Provide the rationale for your rankings of the causal factors.

#1: Retail availability can have a significant negative impact on binge drinking and drinking and driving when: 1) servers are not properly trained, and 2) compliance checks are minimal and not occurring on a regular basis. License holders are left to self-regulate local and state laws related to the service of alcohol. When a person is in the business to make a profit – this self-regulation could lead to complacency in carding, over-serving, and other irresponsible selling and serving practices.

#2: Social availability truly does have an impact on binge drinking and drinking and driving. With most of the towns stretched along Highway 2, and the majority of the population living outside of Glasgow, drinking and driving are common-place. Added to the equation the lack of public transportation and one can better understand the nature of the area. Drinking is entwined into much of the community and social drinking is a cultural norm.

#3: Criminal Justice: Local informants were unaware of enforcement activities related to binge drinking, other than knowledge of an occasional DUI filing. Community members indicated that there are several areas where underage youth gather to drink alcohol and many felt that alcohol is “easy to access” for underage youth. Add into the equation the lack of resources for Law Enforcement

#4: Promotion: In contrast to the other causal areas, promotion ranked as 4th as the level of promotion and is still much less than the metropolis areas of Montana. Additionally, it is believed that the form of promotion most likely to affect youth in our county includes social networking, which was not analyzed as part of this process.

#5: Medical Field was ranked with a 3, due to the lack of data surrounding the issue in Valley County. While there is some concern that there is some illegal prescription drug abuse, there is no data to show that it is as high of a concern as alcohol.

#6: School policies were ranked last, as they are seen as having a very high impact on helping reduce students from binge drinking, drinking and driving and underage drinking.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social and retail availability go hand-in-hand with criminal justice. There are laws and policies surrounding the dispensing of alcohol and the consequences of binge drinking, underage drinking and drinking and driving. As a community, a DUI Task Force needs to be formed that will focus on this issue and perhaps branch out to support the development of a community-based prevention coalition that could better address the broader aspects of this issue for the community. In order for law enforcement and criminal justice to place a higher priority on alcohol-related issues, the community needs to place a higher priority on making that happen.

Additionally, it would be beneficial to start to collect more data about illegal prescription drug abuse. It is known to happen in the County, but very little data to support those findings. Once data is collected, a plan of action could be taken, whether it is promoting the Montana Prescription Drug Registry to local physicians, implementing a community drop box, or conducting more drug take-back events.